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1 nodes comprising an entity identification (EID) that is unique to the node, EIDs  
2 serving as a basis by which attributes can be assigned to goods or services  
3 associated with an individual node, said multiple nodes comprising parent and  
4 children nodes, at least some of the parent nodes and their associated children  
5 nodes having EIDs that are unique for the associated node.  
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8 2. (Original) The system of claim 1, wherein the one or more  
9 computer-readable media comprise one or more networks.  
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11 3. (Original) The system of claim 1, wherein the nodes comprise  
12 political or natural entities.  
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14 4. (Original) The system of claim 3, wherein the political or natural  
15 entities comprises one or more of the following: continents, countries, oceans,  
16 states, counties and cities.  
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19 5. (Original) The system of claim 1, wherein the nodes comprise  
20 infrastructure entities.  
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22 6. (Original) The system of claim 5, wherein the infrastructure entities  
23 comprise one or more of the following: postal codes, area codes and time zones.  
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7. (Original) The system of claim 1, wherein the nodes comprise public places.

8. (Original) The system of claim 1, wherein the nodes comprise non-physical entities.

9. (Cancelled).

10. (Previously Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a name attribute.

11. (Previously Amended) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a neutral ground truth name attribute.

12. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a geographic attribute.

13. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a latitude/longitude attribute.

14. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a relative importance index.

15. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a contextual parent attribute.

16. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a source attribute.

17. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a start/end dates attribute.

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18. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a modification date attribute.

19. (Original) The system of claim 1, wherein the nodes comprise a plurality of node attributes and wherein one of the attributes comprises a status attribute.

20. (Original) The system of claim 1, wherein the tree structure does not include any nodal associations with businesses or services.

21. (Original) The system of claim 1, wherein the computer-readable media is embodied on a mobile computing device.

22. (Original) The system of claim 1, wherein the computer-readable media is embodied on a handheld mobile computing device.

23. (Original) The system of claim 1, wherein the computer-readable media is accessible to a mobile computing device via the Internet.

24. (Previously Amended) A system for determining context comprising:

one or more computer-readable media;

a first hierarchical tree structure having multiple nodes associated with a first context;

at least one second hierarchical tree structure having multiple nodes associated with a second context; and

at least one node from the at least one second hierarchical tree structure being linked with one node on the first hierarchical tree structure by a link that is configured to enable a complete context to be derived from the first and second contexts, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services,

said multiple nodes comprising parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node.

**25.** (Original) The system of claim 24, wherein the first and second contexts comprise a location context.

**26.** (Original) The system of claim 24, wherein the nodes of the first hierarchical tree structure comprise geographical divisions of the Earth.

**27.** (Original) The system of claim 26, wherein the nodes of the at least one second hierarchical tree structure comprise physical and/or logical entities.

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2 28. (Original) The system of claim 24, wherein the first and the at least  
3 one second hierarchical tree structures comprise a plurality of attributes, one of  
4 which comprising information that pertains to the tree with which the node is  
5 associated.

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8 29. (Original) The system of claim 28, wherein the information  
9 comprises a universal resource locator (URL).

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11 30. (Original) The system of claim 24 further comprising one or more  
12 goods or services associated with one or more of the nodes of the at least one  
13 second hierarchical tree structure.

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16 31. (Original) The system of claim 24, wherein the first hierarchical tree  
17 structure comprises a standardized view of the Earth, and the at least one second  
18 hierarchical tree structure comprises an organization-specific view of at least a  
19 portion of the Earth, the organization-specific view comprising a physical/logical  
20 entity that links into specific portions of the Earth.

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22 32. (Original) The system of claim 31, wherein the organization-specific  
23 view has no context outside of the organization.  
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1 33. (Original) The system of claim 24, wherein the computer-readable  
2 media is embodied on a mobile computing device.

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4 34. (Original) The system of claim 24, wherein the computer-readable  
5 media is embodied on a desktop device.

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7 35. (Original) The system of claim 24, wherein the computer-readable  
8 media is embodied a handheld mobile computing device.

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11 36. (Original) The system of claim 24, wherein the computer-readable  
12 media is accessible to a computing device via the Internet.

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14 37. (Previously Amended) A computer-implemented method of  
15 determining context comprising:

16  
17 accessing first and one or more second hierarchical tree structures that are  
18 resident on one or more computer-readable media, each tree structure having  
19 multiple nodes, the nodes of the first hierarchical tree structure being associated  
20 with a first context, the nodes of the one or more second hierarchical tree  
21 structures being associated with a second context; and

22 traversing multiple nodes of at least one of the tree structures to derive a  
23 context, individual nodes having unique IDs that can serve as a basis by which  
24 attributes can be assigned to goods or services, said multiple nodes comprising  
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1 parent and children nodes, at least some of the parent nodes and their associated  
2 children nodes having IDs that are unique for the associated node.

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4 38. (Original) The computer-implemented method of claim 37, wherein  
5 the traversing derives a location context.

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7 39. (Original) The computer-implemented method of claim 37, wherein  
8 the nodes of the first hierarchical tree comprise geographical divisions of the  
9 Earth.  
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12 40. (Original) The computer-implemented method of claim 39, wherein  
13 the nodes of the one or more second hierarchical tree comprise physical and/or  
14 logical entities.  
15

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17 41. (Original) The computer-implemented method of claim 37, wherein  
18 the traversing comprises traversing at least one node on each tree to derive the  
19 context.  
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21 42. (Original) The computer-implemented method of claim 41, wherein  
22 the context comprises a location.  
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1           43.   (Original) The computer-implemented method of claim 37, wherein  
2 the first and one or more second hierarchical tree structures comprise at least one  
3 node pair that is linked.

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5           44.   (Original) The computer-implemented method of claim 37, wherein  
6 at least one of the nodes of the one or more second hierarchical tree structures has  
7 a good or a service associated with it, and wherein the traversing comprises  
8 locating a good or a service associated with a node and consuming the good or  
9 service.  
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12           45.   (Original) The computer-implemented method of claim 37, wherein  
13 the accessing of the first and the one or more second hierarchical tree structures  
14 comprises accessing tree structures that are locally available on a mobile  
15 computing device.  
16

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18           46.   (Original) The computer-implemented method of claim 37, wherein  
19 the accessing of the first and the one or more second hierarchical tree structures  
20 comprises accessing at least one of the trees via a network medium.  
21

22           47.   (Original) The computer-implemented method of claim 37, wherein  
23 the accessing of the first and the one or more second hierarchical tree structures  
24 comprises accessing at least one of the trees via the Internet.  
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2 48. (Previously Amended) One or more computer-readable media  
3 having computer-readable instructions thereon which, when executed by a  
4 computing device, cause the computing device to:

5 access first and second hierarchical tree structures, each tree structure  
6 having multiple nodes, the nodes of the first hierarchical tree structure being  
7 associated with a first location context, the nodes of the second hierarchical tree  
8 structure being associated with a second location context, at least one node of the  
9 second hierarchical tree structure being linked with a node of the first hierarchical  
10 tree structure; and  
11

12 traverse at least one node of each tree structure to derive a location context,  
13 at least one node in a traversal path that leads to a root node of the second  
14 hierarchical tree structure being linked with a node of the first hierarchical tree  
15 structure, individual nodes having unique IDs that can serve as a basis by which  
16 attributes can be assigned to goods or services, said multiple nodes comprising  
17 parent and children nodes, at least some of the parent nodes and their associated  
18 children nodes having IDs that are unique for the associated node.  
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21 49. (Original) The one or more computer-readable media of claim 48,  
22 wherein the computing device automatically determines its location context.  
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1           **50.**   (Original) The one or more computer-readable media of claim 48,  
2 wherein the computing device is a handheld computing device.

3  
4           **51.**   (Original) The one or more computer-readable media of claim 48,  
5 wherein the computing device is a mobile computing device.

6  
7           **52.**   (Original) The one or more computer-readable media of claim 48,  
8 wherein the computing device is a desktop device.

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11           **53.**   (Original) The one or more computer-readable media of claim 48,  
12 wherein the computing device is a handheld computing device that automatically  
13 determines its location context.

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15           **54.**   (Previously Amended) A computer-implemented method of locating  
16 goods or services comprising:

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18           defining a hierarchical tree structure comprising multiple nodes that each  
19 can define a physical or logical entity, said multiple nodes comprising parent and  
20 children nodes, at least some of the parent nodes and their associated children  
21 nodes having IDs that are unique for the associated node;

22           associating one or more goods or services with one or more of the nodes;

23           and  
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25           traversing one or more of the multiple nodes to discover a good or service.

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2 55. (Original) The computer-implemented method of claim 54 further  
3 comprising linking one or more of the multiple nodes with another hierarchical  
4 tree structure that contains multiple nodes that each represent a geographical  
5 division of the Earth.  
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8 56. (Original) The computer-implemented method of claim 55, wherein  
9 the traversing enables a current location to be determined.  
10

11 57. (Previously Amended) One or more computer-readable having  
12 computer-readable instructions thereon which, when executed by a computing  
13 device, cause the computing device to:

14 define a hierarchical tree structure comprising multiple nodes that each can  
15 define a physical or logical entity, said multiple nodes comprising parent and  
16 children nodes, at least some of the parent nodes and their associated children  
17 nodes having IDs that are unique for the associated node;  
18

19 associate one or more goods or services with one or more of the nodes; and  
20 traverse one or more of the multiple nodes to discover a good or service.  
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22 58. (Previously Amended) A computer-implemented method of  
23 building context-aware data structures comprising:  
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1 receiving input from a source that specifies information pertaining to  
2 physical and/or logical entities;

3 processing the information to define a hierarchical tree structure having a  
4 context, the tree structure comprising multiple nodes each of which represent a  
5 separate physical or logical entity, said multiple nodes comprising parent and  
6 children nodes, at least some of the parent nodes and their associated children  
7 nodes having IDs that are unique for the associated node;

8 linking at least one of the multiple nodes to a node of another tree structure  
9 having a context and multiple nodes that represent physical and/or logical entities,  
10 individual nodes having unique IDs that can serve as a basis by which attributes  
11 can be assigned to goods or services,  
12

13 the tree structures being configured for traversal in a manner that enables  
14 context to be derived from one or more of the nodes.  
15

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17 **59.** (Original) The computer-implemented method of claim 58, wherein  
18 the context that is derived comprises a location context.  
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20 **60.** (Original) One or more computer-readable media having computer-  
21 readable instructions thereon which, when executed by a computing device, cause  
22 the computing device to implement the method of claim 58.  
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25 **61.** (Previously Added) A system for determining context comprising:

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1 one or more computer-readable media; and

2 a hierarchical tree structure resident on the media and comprising multiple  
3 nodes each of which represent geographical divisions of the Earth, individual  
4 nodes comprising an entity identification (EID) that is unique to the node, EIDs  
5 serving as a basis by which attributes can be assigned to goods or services  
6 associated with an individual node, said multiple nodes comprising parent and  
7 children nodes, at least some of the parent nodes and their associated children  
8 nodes having EIDs that are unique for the associated node;

9  
10 wherein at least some of the nodes comprise a node selected from a group  
11 of nodes comprising: political entities, natural entities, infrastructure entities, and  
12 public places.

13  
14 **62.** (Previously Added) A system for determining context comprising:

15 one or more computer-readable media;

16 a first hierarchical tree structure having multiple nodes associated with a  
17 first context;

18  
19 at least one second hierarchical tree structure having multiple nodes  
20 associated with a second context; and

21 at least one node from the at least one second hierarchical tree structure  
22 being linked with one node on the first hierarchical tree structure by a link that is  
23 configured to enable a complete context to be derived from the first and second  
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1 contexts, individual nodes having unique IDs that can serve as a basis by which  
2 attributes can be assigned to goods or services,

3 said multiple nodes comprising parent and children nodes, at least some of  
4 the parent nodes and their associated children nodes having IDs that are unique for  
5 the associated node;

6 wherein the nodes of the first hierarchical tree structure comprise  
7 geographical divisions of the Earth;

8 wherein the first and the at least one second hierarchical tree structures  
9 comprise a plurality of attributes, one of which comprising information that  
10 pertains to the tree with which the node is associated.  
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13 **63.** (Previously Added) A computer-implemented method of  
14 determining context comprising:

15 accessing first and one or more second hierarchical tree structures that are  
16 resident on one or more computer-readable media, each tree structure having  
17 multiple nodes, the nodes of the first hierarchical tree structure being associated  
18 with a first context, the nodes of the one or more second hierarchical tree  
19 structures being associated with a second context; and  
20

21 traversing multiple nodes of at least one of the tree structures to derive a  
22 context, individual nodes having unique IDs that can serve as a basis by which  
23 attributes can be assigned to goods or services, said multiple nodes comprising  
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parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node;

wherein the nodes of the first hierarchical tree comprise geographical divisions of the Earth; and

wherein the traversing comprises traversing at least one node on each tree to derive the context.

**64.** (Previously Added) One or more computer-readable media having computer-readable instructions thereon which, when executed by a handheld, mobile computing device, cause the computing device to:

access first and second hierarchical tree structures, each tree structure having multiple nodes, the nodes of the first hierarchical tree structure being associated with a first location context, the nodes of the second hierarchical tree structure being associated with a second location context, at least one node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure; and

traverse at least one node of each tree structure to derive a location context, at least one node in a traversal path that leads to a root node of the second hierarchical tree structure being linked with a node of the first hierarchical tree structure, individual nodes having unique IDs that can serve as a basis by which attributes can be assigned to goods or services, said multiple nodes comprising



parent and children nodes, at least some of the parent nodes and their associated children nodes having IDs that are unique for the associated node.

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